

Message Text

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PAGE 01 TOKYO 04849 060306Z
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AMEMBASSY WARSAW
AMCONSUL MILAN
AMCONSUL SAO PAULO
AMCONSUL SYDNEY
SECSTATE WASHDC 6682

UNCLAS TOKYO 4849

FOR BIC/OIM/MORSE FROM USTC/BORROWMAN

E.O. 11652: N/A
TAGS:BEXP, JA
SUBJECT: TRADE CENTER DIRECTORS' LONDON JULY '77 CONFERENCE
AGENDA SUGGESTIONS

REF: USDOC 05154

1. PER REFTTEL PARA 1, WHICH EXPRESSES COMMERCE'S
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DESIRE TO DEVOTE SUBJECT CONFERENCE TO THREE BASIC
SEGMENTS, SUGGEST FOLLOWING SUBJECTS FOR AGENDA,
NO PRIORITY IMPLIED BY SEQUENCE:

A. FIRST SEGMENT:

(1) CAN AND SHOULD OIM'S NEW POLICY OF SCHEDULING

A REDUCED NUMBER OF ONLY SIX OFFICIAL EXHIBITS AT EACH TRADE CENTER BE CHANGED FROM THIS DILUTED SAME ACROSS-THE-BOARD APPROACH TOWARDS EXPORT EXPANSION THAT DOES NOT NECESSARILY REFLECT NEEDS OF AMERICAN BUSINESS COMMUNITY TO A PINPOINTED USE OF RESOURCES IN MARKETS WITH GREATEST POTENTIAL.

B. SECOND SEGMENT:

(1) AN EVALUATION OF IMC COLOGNE OPERATION TO DATE WITH ESTIMATE OF BUDGET AND SALES RESULTS PROJECTED AND OF THE POSSIBILITY OF USING THIS TECHNIQUE, EVEN IN PART, AT OTHER TC'S.

(2) DISCUSSION OF THE VALUE OF THE PROCUREMENT TECHNIQUE TO INCREASE PARTICIPATION IN OFFICIAL EXHIBITS AND MF-BSP'S OF HOLDING AT TC'S A BRIEFING/SALES MEETING WITH AGENTS OF ALL KNOWN POTENTIAL EXHIBITORS DURING PROCUREMENT PERIOD.

(3) REPORT ON PROBABILITY OF RE-INSTATING BSP-JEEP'S WITH COMMERCE DISTRICT OFFICES' PROCUREMENT SUPPORT.

(4) IN VIEW OF REDUCED NUMBER OF OFFICIAL EXHIBITS, REVIEW OIM'S POLICY OF LIMITING NUMBER OF LARGE MF-BSP'S AT EACH TC TO TWO PER YEAR.

(5) DISCUSSION OF REPFIND TECHNIQUES TOWARDS MUTUAL IMPROVEMENT.
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KYL DISCUSSION OF THE POSSIBLE ROLE OF OIM'S NEW OPERATIONS PLANNING DIVISION PROMOTING IOGA-TYPE MF-BSP'S BY ASSOCIATIONS AND INDUSTRIES.

(7) REPORT ON STANDARD MF-BSP GUIDELINES BASED ON ANSWERS BY TRADE CENTERS TO OLSEN/BARRETT MEMO DTD JANUARY 4, 1977.

(8) CONSIDER PROVIDING NTE/NTM PARTICIPANTS WITH FREE INTERPRETER SERVICE WHERE NECESSARY.

C. THIRD SEGMENT:

(1) DISCUSS ADVISABILITY OF RENAMING AND RESTRUCTURING TRADE CENTER DIRECTOR ROLE TO THAT OF THE U.S. TRADE REPRESENTATIVE, INCLUDING, UNDER AEGIS OF THE TRADE CENTER, ALL TRADE FUNCTIONS, EXCEPTING AGRICULTURE, OF TRADE CENTER'S OPERATION, TRADE FAIRS, TRADE MISSIONS,

INSTORE PROMOTIONS, UNCOVERING OF NTB'S AND PROVIDE
TC'S WITH NECESSARY STAFFING FOR THIS ROLE.

2. FOR PTC, VOTRE TC-382 D'ACCORD ET BRAVO.
SHOESMITH

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